

PACKAGE AND METHOD FOR MERCHANDISE RETURN VIA MAIL

Abstract of the Disclosure

A package for returning merchandise through the mail is provided. The package preferably includes the merchant's address pre-printed on an outside-facing panel of the package to reduce the likelihood of the package getting lost in the mail. The package may also include return postage. The package includes a bar code that identifies the customer and contains his or her order history. A method of using the bar code to track the customer's order and return history is also provided. A method of using the bar code to provide targeted advertising to the customer is also provided. When a customer places a new order, his or her bar code is scanned, and the information contained therein used to predict what type of advertisements the customer will be interested in. Those types of advertisements are then provided to the customer.

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